

Station WAVY-TV NORFOLK, VA.  
Advertiser ( ) MAJORITY PAC  
Product SENATE MAJORITY PAC  
Estimate#  
Buyer SPENCER WOOD  
Phone#  
Fax#

Agency ( ) WATERFRONT STRATEGIES  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E  
Flight Dates 10/09/2012 - 10/15/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=\*

--- REMARKS ---

THIS IS A NEW CONTRACT  
TOTAL 27,000  
PLS CONFIRM ASAP  
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	5A-6A	EARLY AM NEWS	:30	\$700.00	10/09-10/12	2	1	2	\$1,400.00	
				Buyline Comment: EARLY AM NEWS								
	2	M	5A-6A	EARLY AM NEWS	:30	\$700.00	10/15-10/15	1	1	1	\$700.00	
				Buyline Comment: EARLY AM NEWS								
	3	TU-F	6A-7A	AM NEWS	:30	\$2,000.00	10/09-10/12	1	1	1	\$2,000.00	
				Buyline Comment: AM NEWS								
	4	M	6A-7A	AM NEWS	:30	\$2,000.00	10/15-10/15	1	1	1	\$2,000.00	
				Buyline Comment: AM NEWS								
	5	TU-F	7A-9A	TODAY SHOW	:30	\$2,000.00	10/09-10/12	1	1	1	\$2,000.00	
				Buyline Comment: TODAY SHOW								
	6	M	7A-9A	TODAY SHOW	:30	\$2,000.00	10/15-10/15	1	1	1	\$2,000.00	
				Buyline Comment: TODAY SHOW								
	7	SA	7A-8A	SAT AM NEWS	:30	\$800.00	10/13-10/13	1	1	1	\$800.00	
				Buyline Comment: SAT AM NEWS								
	8	SU	7A-8A	SUN AM NEWS	:30	\$800.00	10/14-10/14	1	1	1	\$800.00	
				Buyline Comment: SUN AM NEWS								

Rep Order# 6849124 Ver# 1 Status New  
EC'd Yes

Traffic Order#

2 of 4

Printed: 09/10/2012 5:33 PM

Last Received: 09/05/2012 10:13 AM

Showing Buylines: All Lines

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	9	SU	8A-9A	SUN TODAY SHOW	:30	\$1,200.00	10/14-10/14	1	1	1	\$1,200.00	
				Buyline Comment: SUN TODAY SHOW								
	10	TU-F	9A-10A	TODAY SHOW 2	:30	\$500.00	10/09-10/12	2	1	2	\$1,000.00	
				Buyline Comment: TODAY SHOW 2								
	11	M	9A-10A	TODAY SHOW 2	:30	\$500.00	10/15-10/15	1	1	1	\$500.00	
				Buyline Comment: TODAY SHOW 2								
	12	TU-F	10A-11A	TODAY SHOW 3	:30	\$400.00	10/09-10/12	1	1	1	\$400.00	
				Buyline Comment: TODAY SHOW 3								
	13	M	10A-11A	TODAY SHOW 3	:30	\$400.00	10/15-10/15	1	1	1	\$400.00	
				Buyline Comment: TODAY SHOW 3								
	14	TU-F	12P-1P	NOON NEWS	:30	\$300.00	10/09-10/12	4	1	4	\$1,200.00	
				Buyline Comment: NOON NEWS								
	15	M	12P-1P	NOON NEWS	:30	\$300.00	10/15-10/15	1	1	1	\$300.00	
				Buyline Comment: NOON NEWS								
	16	TU-F	530P-6P	530P NEWS	:30	\$1,500.00	10/09-10/12	1	1	1	\$1,500.00	
				Buyline Comment: 530P NEWS								
	17	TU-F	6P-630P	6P NEWS	:30	\$2,000.00	10/09-10/12	1	1	1	\$2,000.00	
				Buyline Comment: 6P NEWS								
	18	M	6P-630P	6P NEWS	:30	\$2,000.00	10/15-10/15	1	1	1	\$2,000.00	
				Buyline Comment: 6P NEWS								
	19	SU	6P-7P	SUNDAY 6P NEWS	:30	\$500.00	10/14-10/14	1	1	1	\$500.00	
				Buyline Comment: SUNDAY 6P NEWS								

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	20	M	7P-730P	Buyline Comment: ENTERTAINMENT TONIGHT	:30	\$1,500.00	10/15-10/15	1	1	1	\$1,500.00	
	21	TU-F	1135P-1235A		:30	\$500.00	10/09-10/12	4	1	4	\$2,000.00	
	22	M	1135P-1235A		:30	\$500.00	10/15-10/15	1	1	1	\$500.00	
	23	TU-F	1235A-135A		:30	\$150.00	10/09-10/12	1	1	1	\$150.00	
	24	M	1235A-135A	Buyline Comment: JIMMY FALLON	:30	\$150.00	10/15-10/15	1	1	1	\$150.00	

---REPORT TOTALS---  
Report Totals: 32 / \$27,000.00

---SALES MONTHLY TOTALS---

Oct 12:	32 / \$27,000.00
Sales Totals:	32 / \$27,000.00
Station Totals:	32 / \$27,000.00
Lines not sent/rcld/rtrn:	0 / \$0.00

---COMPETITIVE---

Market Totals	\$72,973	CATV 0%	WAVY 37%	WGNT 6%	WPXV 0%	WTKR 7%
		WTVZ 4%	WVBT 14%	WVEC 32%		

---COMPETITIVE COMMENTS---  
COMPETITIVE IS ESTIMATED

EC'd Yes    Last Received: 09/05/2012 10:13 AM

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Books null  
Demos RA35+

--- CREDIT RISK ---  
CASH IN ADVANCE